RESEARCH PLAN PROPOSAL

A COMPARATIVE STUDY OF SELECTED NATIONAL HINDI DAILIES IN RESPECT OF CIRCULATION AND READERSHIP

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Introduction

Circulation

A newspaper circulation is the number of copies it distributes on an average day. Circulation is often called paid circulation, since some newspapers are distributed without cost to the readers.

Circulation is one of the principal factors used to set advertising rates. Circulation is usually lesser that the readership because of the assumption that a typical copy of the newspaper is read by more than one person.

Further the term circulation is also referred as "sold copies "which according to ABC includes many aspects like:

Distribution Cost

An amount paid to the distribution trade by whatever name called plus any additional incentives / benefit which is directly connected with selling / distribution of the newspaper paid to the trade, the same shall be totaled to arrive at the gross trade term payable to the trade for distributing copies.

Excess Circulation - NRR:

"Excess circulation" is the incremental circulation of any non compliant issue as compared with the circulation of the same print run of a compliant immediate previous same day of the week, provided that the particular immediate previous week was compliant on a weekly average basis as per the prescribed NRR audit guidelines.

Institutional Sales:

Copies of newspapers (Dailies and Weeklies) which are either sold directly by the publisher and/or his distributing trade to organisations not connected with newspaper distribution trade provided bonafides of the organisation(s) involved in Institutional Sales are established to the satisfaction of the auditors (Unless Auditors/Bureau having any evidence to the contrary).

Institutional Sales are accepted for certification only to the extent of 10% of Qualifying Sales.

Net Realization Rate (NRR):

Net Realization Rate (NRR) is the term used for value of newspaper in waste computed on the basis of waste rate per kg. as fixed by the Council from time to time.

Normal Circulation - NRR:

Normal circulation is the average circulation of a particular print run of any week during an audit period when all relevant issues of the week are compliant with the qualifying principle and accordingly the corresponding circulation of the print run during the week qualifies for certification.

Qualifying Sales:

Circulation figure which meets the following criteria is treated as"qualifying sales" and certified under 'Part A' of the ABC certificate of circulation.

"For each issue of a particular print run on a daily basis the net sale price to the dealer (first point of sale) at any trade margin is higher than the net realisation rate (NRR) with a provision to remove "excess circulation" of non compliant issue of a particular print run where **net sale price to the dealer at any trade margin offered is lower than the net realisation rate (NRR)" subject to such non compliant issue of a particular print run being compliant on a weekly average basis.

(**Net sale price to the dealer is the net price at which a newspaper is sold to the dealer calculated at cover price of the publication less applicable trade commission, delivery charges or by whatever name called).

Single Copy Sales:

All copies sold to the reader at the prescribed cover price.

A newspaper's circulation is the number of copies it distributes on an average day. Circulation is one of the principal factors used to set advertising rates. Circulation is not always the same as copies sold, often called paid circulation, since some newspapers are distributed without cost to the reader. Readership figures are usually higher than circulation figures because of the assumption that a typical copy of the newspaper is read by more than one person.

Circulations are audited by independent bodies such as the Audit Bureau of Circulations to assure advertisers that a given newspaper does indeed reach the number of people claimed by the publisher.

The Registrar of Newspapers for India (RNI) receives circulation data from the publications in the prescribed annual returns which is filed by the publishers on periodical basis. The said circulation data is used by various Government departments, for example by DAVP for allotment of government advertisements and by RNI for allotment of quota for purchase/import of newsprint etc. These returns/reports are to be certified by the auditors/Chartered Accountants of publisher.

RNI now intends to carry out the sample verification of the circulation data submitted by the publishers from their own panel auditors (i.e. Chartered Accountants firms) to be appointed by RNI. The objective of the said audit shall be to reconfirm the correctness and geniuses of the circulation data/figures submitted by the publications in their returns/report.

RNI and DAVP not taken as data base as they themselves use ABC data for their reference.

In many developed countries newspaper circulation is falling due to social and technological changes such as the availability of news on the internet. On the other hand, in some developing countries circulation is increasing as these factors are more than cancelled out by rising incomes, population, and literacy

Readership

Readership is an estimate of how many readers a publication has.In order to convince a prospective advertiser to run with the newspaper it is must to have a good understanding of publication as well as competitor's publications.

Review of Literature

Parkman,(1986)opines in the chapter 2, page 11 that the Circulation in the newspaper business is the distribution of the newspaper to its readers. It is the number of newspapers sold and paid for through various sales methods. The most important are single-copy sales, mail distribution, and home delivery. No matter how excellent the editorial product of the newspaper may be, its advertising revenue will be nonexistent if the newspaper is not sold and read. Circulation departments are becoming more and more vital to a newspaper's operation and are now accounting for 25 to 30 percent of newspaper's total revenue. It is related to the proposed research in the following ways that today most large newspapers are operating under a marketing concept that coordinates the efforts of news advertising and circulation. Many newspapers have also appointed marketing directors, who can look after the circulation and readership part of the newspaper. But the fact still remains the same that there is wide gap between circulation and readership and this research will try to find the way we can bridge the gap. **Willis, (1988)** analyzes that newspaper management, the text, presents a set of unified principles for successful management. The primary mission of the newspaper is to deliver a quality product to the depth and breadth of the marketplace, the stress is given on the concept of a successful newspaper which integrates internally among its departments and externally with its readership and advertisers. A series of case studies are included in analyzing the newspaper's industrial environment, its survival strategies, its business and financial plans, and behavior in the newsroom.-Entrepreneurial Manager's Newsletter. It is related to the studies as it explains the supervision and organization of each department and stresses the importance of keeping the paper responsive to the needs of its readers, advertisers and, somewhat surprisingly, even its employees. It talks about advertising, circulation and marketing strategies and how to deal with competition from TV, the suburban weeklies and labor unions. But fails to explain the exact relationship between circulation and readership which the study will pursue. **Bogart, (1989)** says that daily newspaper publishers and editors today face tasks and problems that are varied and demanding. They must accommodate to a new era in their own production technology and at the same time anticipate changes in the technology of electronic home communications that will affect newspapers profoundly. They must battle new restrictions to the flow of news, imposed or threatened by foreign governments and domestically by the courts. They must meet the political questions inevitably

raised by the growing weight of groups and multimedia conglomerates within their business.
But most important, they must consider how their newspapers should change to resume circulation growth at a pace that matches the potential. Such growth is essential for any medium to remain vital and strong. This is especially so for newspapers, whose special attribute among the media has been their nearly universal readership in their respective towns. Chapter 1,2,3,8 on the pages 15,45,75,253 respectively are related to the proposed research as it says that the daily newspaper circulation fell below the number of households for the first time in recent history, and the gap between circulation and households has continued to widen. And so the research is aimed at searching for reasons of the same.

Fink, (1995) provides a preliminary but comprehensive look at techniques and fundamentals of our business that generally take most of newspapers that are competitively positioned for the twenty- first century. He demonstrates how to analyze a newspaper market, assess print and electronic competition, and interpret industry trends. It supports the study on circulation and readership As the book has somehow covered the entire general circulation newspaper industry by including Chapter 14, called "The 'New' Weekly Newspaper."There is ample of emphasis on the competition of print with other media but the aspect of readership is still missing and moreover it is unable to present the relation between the two which the research is aimed at …

Mclnnis(2006) tells that in order to convince a prospective advertiser to run with your newspaper you'll need to have a good understanding of your publication as well as your competitor's publications. A newspaper's circulation is simply the number of papers in circulation on an average day, both through subscriptions and newsstand sales. A newspaper's readership, on the other hand, is almost always a higher number, since it's the newspaper's total circulation multiplied by the average number of people who read each copy. Although enough attention is been given to the subject of study but still the light on the direction of relation between the two terms is not explained.

Pollard (2008) analyzes that for newspapermen and public alike, it is important that the newspaper should be viewed as a whole. The day is past when the editorial department is sufficient unto itself, or when the advertising department can be conducted without regard for the circulation or production departments. There are no longer separate watertight compartments in the scheme of newspaper organization and management, if, indeed, there ever really were. What has been attempted here is an analysis and appraisal of the functions and workings of the daily newspaper other than editorial. Special effort has been made to note and to evaluate the changes that came about during or as a result of the depression. How permanent they will be can only be guessed, but there appears to be no question but that many of the effects will be lasting. It is related to the topic of study as there has been a marked acceleration in both directions with new problems and with a still greater need for sound management to look at the circulation. This was particularly true after the onset of the completion in the newspaper industry. It has successfully marked the problems of newspaper circulation but failed to give the solution.

Newspaper circulation figures, (Feb23, 2011), tells that what's the difference between 'circulation' and 'readership'? Circulation is how many physical newspapers are sold, or given away. Readership is an estimate of how many people actually read the newspaper. Typically, you might find a few people read your newspaper - whether at home or in the office. This figure is closer, as a comparison, to TV or radio figures, which monitor people rather than "amount of radios turned on". It is related to the study as it tells about what are the circulation figures for the national daily and Sunday newspapers? And the way to find out the same but gives no idea of how to raise the same.

Kiman, (Oct 12, 2011) explains that Media consumption patterns vary widely across the globe. Print circulation is increasing in Asia, but declining in mature markets in the West. The 2011 report focuses on the 69 countries that account s for 90 percent of global industry value in terms of circulation and advertising revenue. It is related to the study as Newspapers have always had a lower percentage of the time spent by the media user, relative to the high advertising revenues that newspapers produce. But still there is need to

concentrate on print media in competitive world as media trend is changing fast and if enough attention is not given, then soon there will be a drop in circulation and hence is revenue generation .

Mitchell, Amy and Rosenstiel (April 11, 2012) analyzes that the newspaper industry enters 2012 neither dying nor assured of a stable future. The industry has rallied around a story about itself – that year-by year it is developing new digital products and new revenue streams to transition from dependence on print advertising. In 2011, that traditional advertising pool declined for a sixth consecutive year. It relates to the research as the newspaper industry can find a sustainable model online, moreover, those ratios mean newsrooms will be much smaller than they were a decade ago. The half-formed question for the industry now seems to be whether organizations need to go all in for digital by installing top executives and editors who specialize in new media. Another question is whether their organizations can weather another five years or more of transition if the effort takes that long? As the solution to this problem is missing the research is proposed to look for the same.

The site Difference between Circulation and Readership, (Jul 2, 2012) shows that while both circulation and readership are important for a newspaper owner, it is the circulation that holds promise in terms of revenue. Circulation is the actual number of copies of a newspaper distributed in a place on a given day and it includes both free copies as well as paid copies purchased or subscribed by customers. Advertisers are interested in circulation of a newspaper or a magazine, and higher the circulation, higher is the ad rates set by the publishers. Readership is a figure that is 2.5 to 3 times higher than circulation and depends upon the size of a household in a place. Readership refers to a figure that tells how many hands does a newspaper pass into on an average. It relates as the Circulation and readership are tools in the hands of newspaper and magazine owners to decide on the rates for advertisers as high circulation means that the publication is read by more people. This is what advertisers are interested in when they look to improve upon the visibility of their products and services. Although this is quite close to the question of study but still how the two concepts can go together in the same direction and pace is not given.

Andrews (Sep12, 2012) says that first combined print and online readership data shows some titles still see more usage on paper than by pixels, while others are finding booming audience growth online. It relates as "Readership" is greater than "circulation" in this way because a copy of a single newspaper purchased by a consumer can be read by multiple people. Considering free viral consumption in this way is arguably a better comparison with web consumption, which also is rarely linked to purchase. The question of concern is that with the decline in circulation, the readership is declining at much more faster pace with the onset of new media.

Ram(oct6,2012) shares that the newspaper industry continues to face 'a double squeeze' the print business continues heavily to subsidize digital journalism, which cannot pay for itself by attracting enough advertising or subscriptions or a mixture of the two and the new digital players put increasing pressure on newspaper circulation, readership, and the business itself . According to the findings of last two reports the Indian Readership Survey (IRS 2012, Q2) show that newspaper readership has remained virtually stagnant over the past six months compared with a 35 per cent growth of Internet users, of course from a very low base. It seems highly questionable in the coming years for the India newspapers andmarket. The research is proposed to look at the same problem and its solution.

Article from Times Of India (Nov 1,2012) page 11 analyzes that US daily newspapers gained online readers over the past six months, but not enough to make up for declining print circulation.

Kiman, (2012) analyzes that Newspapers are changing, and must change, if they are to continue fulfilling their traditional role as watchdog, and as the provider of credible news and information that citizens need to make informed decisions in society. The problem is not one of audience. The challenge is largely one of business, of finding successful business models for the digital age. It relates as the report also throws light on the aspect that Newspapers in many markets are taking steps to raise readership as it affects the circulation by finding ways to increase usage online as well as through print.

Waters ,(2012) analyzes that on most rate cards, the organization will show its coverage area, demographics and circulation. Some publications also list their readership. Circulation is the number of newspapers that are printed and distributed each day. Readership reflects the actual number of people who read those newspapers. As it tells about the impact of circulation and readership on the advertisement rate card on that particular newspaper. (Although the example is from "Circulation of the Atlanta Journal – Constitution, 2005 but relates to the studies done in India on the same)

Moos(2012) analyzes that the latest report from the Audit Bureau of Circulations finds that daily circulation for the nation's newspapers was down 0.2 percent compared to the same period last year. Sunday circulation was up 0.6 percent. Print circulation of the Times, the paper reports, actually dropped during the six-month period ending September 30, 2012. Monday-Friday circulation was down 6.9 percent and Sunday circulation was down 1.8 percent was compared to last year.ABC reports that "digital circulation now accounts for 15.3 percent of newspapers' total circulation mix, up from 9.8 percent in September 2011.

ABC is to evolve, lay down a standard and uniform procedure by which a member publisher shall compute its net paid sales. Facts and figures which are checked and certified by an independent body are a very important tool in the hands of the advertising business community. Helps Advertisers to know the facts and figures before investing his money in advertising. An Advertiser ought to know how many people buy a publication and in which area. The analysis of ABC tells that the body is engaged in audit of Net Paid circulation figures of publications which are enrolled with it for a continuous and definite six-monthly audit periods so it is helpful in the proposed study. It also supplies copies of the ABC Certificates issued for such publications to each member which helps in providing authentic data for the research purpose. It is related to the studies as helps to understand the exact methodology of circulation. Analysis of the media body also helps in understanding important concepts and definitions related to the newspaper circulation. It also helps in understanding the sample size, other research challenges and important research developments.

IRS is the single source survey for media and product ownership/usage. The prime objective of the study is to collect readership information from a cross-section of individuals, in great detail, so as to present a true and unbiased picture of their readership habits.IRS is conducted by MRUC (Media Research Users Council) and Hansa Research.

It relates to the study as it talks about readership data of the member newspapers.

Media Research Users Council is a registered not-for-profit body of members drawn from major Advertisers, Advertising Agencies, Publishers, and Broadcast/Other Media.MRUC has championed only one cause over the last eighteen years and that is to ensure that users have valid, timely and cost-effective audience assessment on media. The analysis of MRUC throw's light on the exact methodology of data collection of IRS .It helps in selections of sample size for research undertaken. It clarifies different concepts and definitions related to readership survey. Its study also tell about various research challenges and its developments related to the concern study .So in a way it will help in the readership data collection for the proposed case study.

Hansa Research is a full service global market research agency conducting market research in 77 countries globally with offices in India and US.Hansa Research is a full service market research agency specializing in Media. It provides some of the best researchers, field and analysis executives in the country. It conducts largest continuous survey of the world with over 250,000 respondents annually. It is a data collection agency for IRS. So it helps in understanding the due diligence in data collection process for research purpose and also in understanding the pre survey, during survey and post survey procedures.

ACNielsen is a global marketing research firm, with worldwide headquarters in New York City, United States of America. One of ACNielsen's best known creations is the Nielsen ratings, an Audience measurement system that measures television, radio and newspaper audiences in their respective media markets. It provides most authentic

circulation figures of print media. So the understanding of the working of the agency, the procedure of data collection and its reports related to the circulation figures will help in the smooth conduction of the proposed studies further.

Selected National Hindi dailies under study

- Amar Ujala www.amarujala.com
- Dainik Bhaskar www.bhaskarnet.com
- Dainik Jagran www.jagran.com
- Hindustan www.livehindustan.com
- Rajasthan Patrika www.rajasthanpatrika.com

The analysis of the newspaper and websites mentioned above gives the understanding of their historical development, tell about the readership pattern and circulation pattern of the same and also tells about their area of coverage further in the research.

Motivation/Justification And Relevance

How to measure readership and circulation?

The relationship between readership and circulation is a complex one. This can be seen in the large variation in the number of Readers-per-Copy (RPC) between different titles on the NRS/IRS. RPC is the average issue readership of a title divided by its circulation. RPC is not static: there can be long-term or short-term changes to the RPC of a title, and a variety of factors are involved. These factors can be summarized under two main headings: firstly, factors that arise from the measuring instruments themselves – NRS/IRS and ABC (errors in data collection and analysis) - and secondly, real changes in the relationship between the readership and circulation of a title.

NRS/IRS - Sample Variation

NRS/IRS obtains its readership estimates by interviewing a representative sample of the population. NRS/IRS interviews some 3,000 people every month of every year, but despite having a large, high-quality sample, NRS/IRS estimates, like any estimates obtained from a sample, are subject to sample variation. This is not a factor for ABC which is not a survey but an audit. Sample variation is a function of the fact that samples are very rarely a perfect representation of the populations they are designed to represent, and although weighting can be used to correct the data, some variations between one period and another are unavoidable. The degree to which sample variation alone is responsible for period-on-period differences in the readership estimate for a given title can be demonstrated by what is known as significance testing. If the test shows the difference is significant, it is almost certain that it is a reflection of a real change in readership. If on the other hand the difference is not significant, the difference may be due simply to sample variation and not to any real change in reading behaviour.

NRS /IRS - Methodological Factors NRS /IRS strive as far as possible for consistency over time in its methodology, in terms of the selection of the sample, the procedures used to weight the data, and the interview itself. However, the Survey is also committed to innovation and improvement, and from time to time one-off changes are introduced that could affect the level of readership claims, and therefore RPC, and in such cases it is possible that not all titles would be affected to the same extent.

ABC

ABC is a reliable measure of the average number of copies per issue that are distributed. However, there are differences between ABC and NRS /IRS reporting that can affect RPC.

Status of readership and circulation?

This is a list of the newspapers in India by readership in the three-month period ended December 31, 2012. These figures are compiled by Media Research Users Council in the Indian Readership Survey (IRS) 2012 Q4. This data is based on sample survey and is modeled on internationally accepted annual sample spread. The IRS is the largest continuous readership research study in the world with an annual sample size exceeding 2.56 lakh

respondents. All the below mentioned papers are in Hindi language and are been circulated in various cities and states

	Newspaper	Readership (in millions)	owner
1	Dainik Jagran	16.370	Owned by Jagaran Prakashan Ltd.
2	Dainik Bhaskar	14.416	Owned by D B Corp Ltd.
3	Hindustan	12.246	Owned by Hindustan Media Ventures Ltd. which is owned by HT Media Ltd
4	Amar Ujala	8.434	Owned by Amar Ujala Publications Ltd.
5	Rajasthan Patrika	6.837	Owned by Rajasthan Patrika Pvt. Ltd.

The following newspapers have been included because these newspapers are on top positions from last 5 years as per the information provided on public data system through various agencies. (NRS, ABC)

How can the concept be useful?

Readership and circulation important for newspaper

The concept is very useful for the advertisers if they really want to know about the utility or worth of money spent on the advertisement of their product. As well as it is very important for the newspaper itself to know the status of their popularity /worthiness in terms of readership and circulation. So the research will save the cost incurred on the part of media organizations and also will help in taking better decisions. The research will help them to design better strategy to increase readership and circulation. The concept matters allot for newspapers and magazines.

The research will stress on bridging the gap between the readership and circulation because it will increase the RPC (readers per copy) and hence improve newspaper business.

RPC = readership / circulation

Readership and circulation are directly related to the newspaper business or revenue earned. And this gap is one of the major areas of concern for decision makers of these newspaper organizations.

Objectives

Statement of the Problem

The Problem of the study is stated as ‘"A comparative study of selected National Hindi Dailies in respect of circulation and readership”. This study focus on what is readership and circulation and how the two are directly or indirectly proportionate to each other. ,what is the projected relation between them and What is to be done in the future considering the gap between the planned methods for improving readership and circulation. What gap exists between it and the reality? Why to fill the gap between readership and circulation, when the fact is that it will always remain there?

Objectives

1) The research will identify the nature and importance of readership and circulation for a newspaper business.

2) The research will through light on the relationship between readership and circulation.

3) The research will provide a comparative analysis of ‘readership and circulation’ of selected Hindi Daily Newspapers under study.

4) To understand and analyze the concept of RPC (readers per copy).

5) To identify trends and extent of RPC among selected Hindi dailies.

6) The study will also provide an understanding of the reasons of each other's strengths and weaknesses in respect of RPC to these newspapers under study.

Clarification of the above written objective:

Readership and circulation is one of the most important aspects for newspaper business. As the research includes the comparative analysis of 'Readership and circulation' for selected Hindi daily newspaper from last 5 years as per industry analysis.

The study will tell the difference between RPC for individual newspaper from place to place (in the sense between different editions of the same newspaper) and time to time (during one audit period to another).Also it will show the difference between the RPC of the 5 Hindi dailies under study.

Research will provide a conclusion by the end which will be fruitful for newspaper. It will provide an answer to questions like why the circulation for a newspaper is sometime less than or some other times more than the readership. So far the usual observation is that readership is more than circulation but there are possibilities where circulation can go far beyond readership so the study will try to explore the same while doing the comparison between the readership and circulation of different newspapers .Also the fluctuating RPC of these newspapers is question of concern for these organizations. So the research will give an answer to the question that why after so much of investment on the circulation for these newspapers it is not resulting in the increase of readership.

Hypothesis

Although there is no hypothesis required under case study method but on the basis of exploratory research certain Hypothesis can be developed and tested on preliminary level. These are as follows-

1) Readership and circulation are positively related.

2) The relationship of readership and circulation can be judged through the concept of readers per copy (RPC) .RPC will not be same for every newspaper.

3) RPC also changes from place to place, edition to edition and as per demographic characteristics.

4) This variance in RPC is not random; there are definite reasons for the same.

Plan of Work and Methodology

Area, Universe and Sample-

Area includes all the states where the selected Hindi National dailies are having operation. They cover almost all Hindi states of India for the purpose of study.

The **universe** includes all decision makers of selected newspapers along with experts in this field, who will complement and compensate for any decision makers who are not available.

And the **sample** includes non random convenient sampling for decision makers of selected 5 Hindi National dailies (Amar Ujala, Dainik Jagran, Dainik Bhaskar, Hindustan, Rajasthan Patrika)

Research Design –

Exploratory research – This type of research is conducted for a problem that has not been clearly defined. It should draw definitive conclusions only with extreme caution. Given its fundamental nature, exploratory research often concludes that a perceived problem does not actually exist. Exploratory research often relies on secondary research such as reviewing available literature and/or data, or qualitative approaches. The research will explore the difference between the readership and circulation of selected Hindi dailies. Research will explore the difference of RPC (readers per copy) among these newspapers.

Research Approach –

Case Method-

Case study research excels at bringing us to an understanding of a complex issue or object and can extend experience or add strength to what is already known through previous research. Case studies emphasize detailed contextual analysis of a limited number of events or conditions and their relationships Here the case study would be done on 5 top Hindi dailies "Dainik Jagran, Dainik Bhaskar, Hindustan, Amar Ujala and Rajasthan Patrika".

Interviews--

Depth Interviews –interviews with people knowledgeable about the general subject being investigated.

Focus Group Interview- An interview conducted among a small number of individuals simultaneously ; the interviews relies more on group discussion than on directed questions to generate data.
Structured Interview- Structured interview is also called Standardized, Patterned, and Directed or Guided interview. Structured interviews are preplanned. They are accurate and precise.

Unstructured Interview- Non-Directed interview. They are not decided in advance. These interviews are non-planned and therefore, more flexible.

Individual Interview- This is a 'One-To-One' Interview. It is a verbal and visual interaction between two people, for a particular purpose.

Variables-

Probable Factors responsible for changing readership per copy:

-Heavy promotional activity (e.g. free gift)
-Price cuts
-Major changes to editorial format
-Sudden losses or gains in circulation
-Seasonal factors

Probable Factors of gradual changes:
-Awareness of new titles can take time to grow
-Long-term expansion or contraction of circulation
-Changes in profile (e.g. ageing readership)
-Launch and closure of competitive titles
-Impact of digital media

There are many other possible reasons why readers-per-copy can change over time.
-Real changes in the relationship between readership and circulation

-Source of copy

-Changes to the publication

-Short-term fluctuations

-Seasonality

-New titles

-Competition from other titles

-Increases in circulation tend to reduce RPC.

-Free copies

-Readership lag

-Multi-platform development

-Household size

-Demographic changes

-Social factors

These factors are identified on the bases of review of available literature.

Data Exclusion/Source: Both primary and secondary

Primary Data – Data would be collected directly through mail, telephone and personal contact. (All this would be done through decision makers and not from consumers on the other side)

Secondary Data – Newspapers under study and their websites, other agencies websites (ABC, NRS /IRS) through public data system

Contact Method – all types such as personal, mail and telephonically with decision makers and not from consumers on the other side, regarding their strategies on the readership and circulation of their newspaper

Research Instruments —

1)**Questionnaire**- is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. Although they are often designed for statistical analysis of the responses.
Types of Questionnaires-
-Structured questionnaire -Have definite and concrete questions.

-Unstructured questionnaire -Used at the time of the interview. Acts as the guide for the interviewer. Is very flexible in working. Used in studies related to the group of families or those relating to the personal experiences, beliefs etc.
-Open ended questionnaire
-Close ended questionnaire
-Mixed questionnaire

2) **Schedule:** For the purpose of collecting first hand information and facilitating comparison of data, a schedule will be prepared. This schedule will be used to securing the information from the respondents.

Data Analysis Tools—

After collecting the data a descriptive analysis will be done which will be followed by the appropriate statistical analysis.
Statistical analysis will include tabulation of data and representation of data using graphs and charts for diagrammatic representation of data.

Variance - A difference between what is expected and what actually occurs. The state or fact of differing or of being in conflict. The variance will help in finding difference in RPC of selected newspapers for the purpose of study.

Limitations of the Study:

1) There are many national dailies, vernaculars and magazines but all cannot be covered under study.

2) There may be Lack of available and/or reliable data -- a lack of data or of reliable data will likely to limit the scope of analysis, the size of sample, or it can be a significant obstacle in finding a trend and a meaningful relationship between RPC and newspaper business.

3) Time Limitation – It requires considerable time to study the readership and circulation of a newspaper so the time frame for the concept may not be adequate for the study.

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